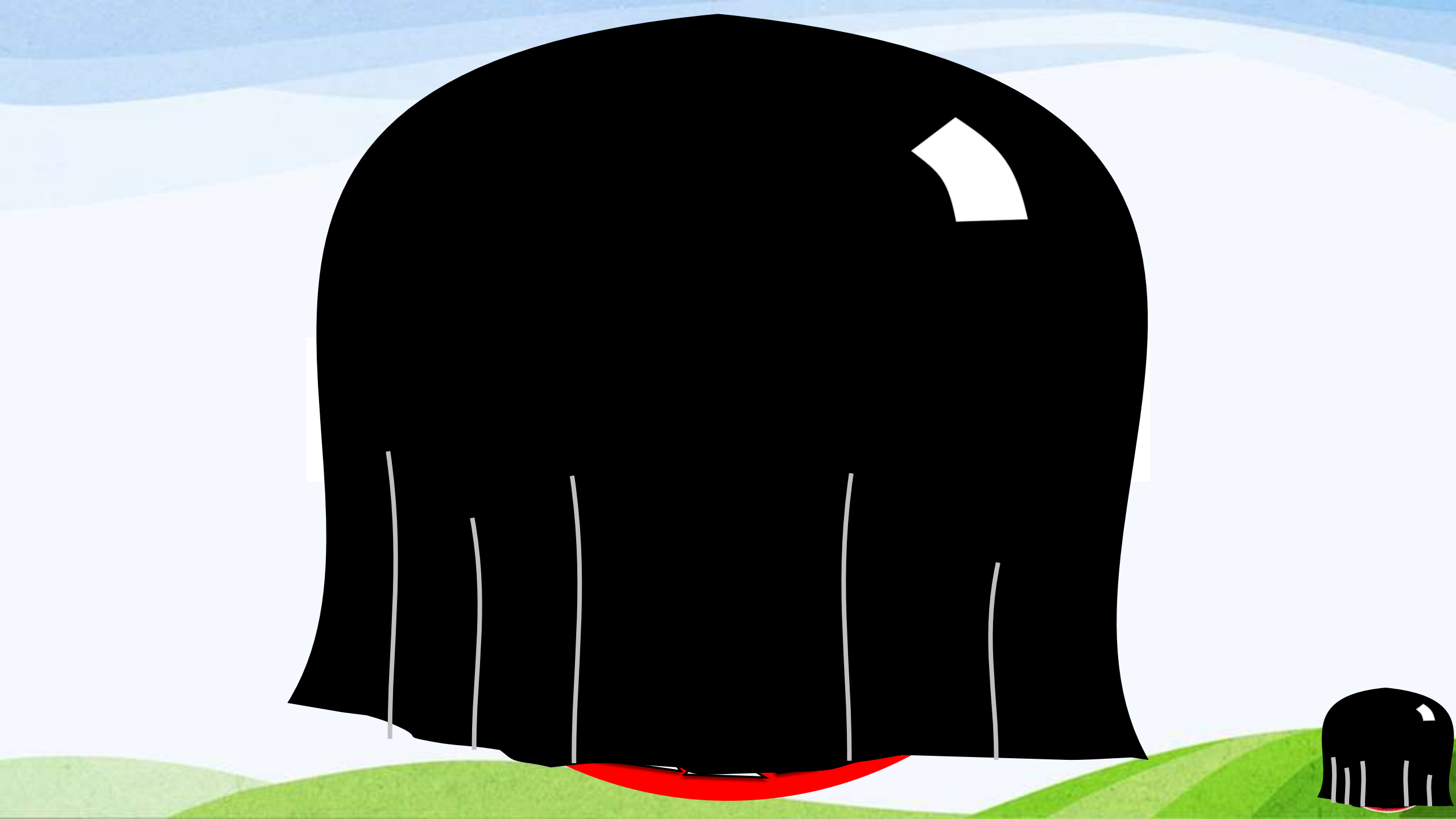




WE'RE IN!

Lovettsville
Business & Tourism Committee





Committee Mission:

- To develop a strong business environment in our community & to improve the quality of life in our Town.



Authorities

The Committee has the following powers:

- Make general policy recommendations
- Forge partnerships
- Generate strategies for economic growth
- Brainstorm ideas for special events
- Review, suggest, and advise on ordinances
- Review proposed annual budgets related to economic development
- Make budgetary recommendations to the Town Council
- Help identify possible improvements in community services



We're Not Alone!

- ❖ Town Council fully supports this initiative but does not want to micro-manage the Committee
- ❖ Town Council does offer guidance & mentorship to support Committee efforts
- ❖ The Committee will develop it's own Work Plan based on recommendations of Town Council

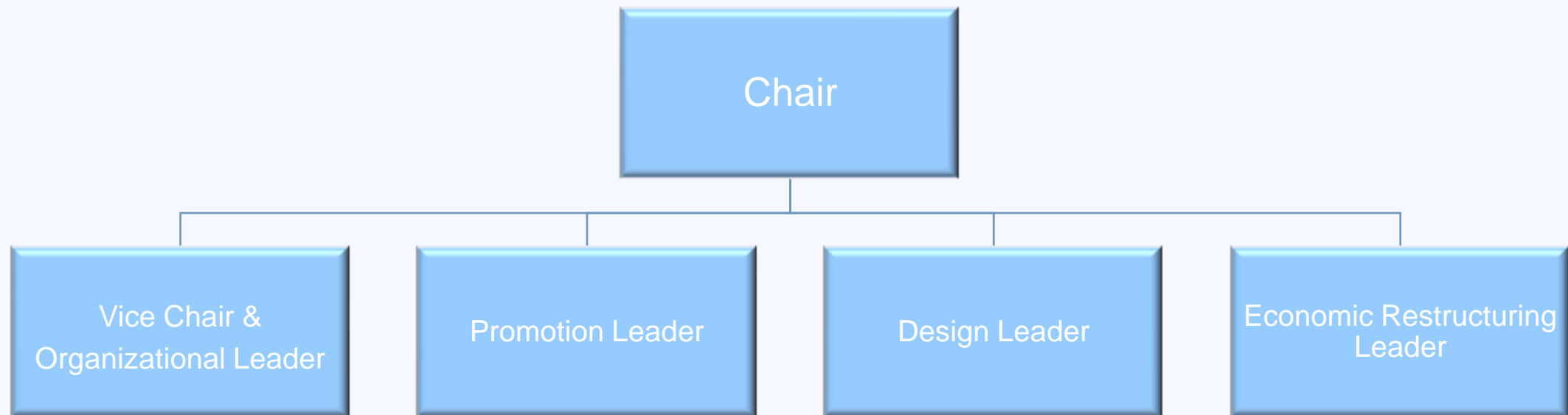


Funding

- By authority of the enabling legislation, the Committee shall establish:
 - “An annual budget shall be established by “We’re In” and forwarded to the Town Manager by February 1 of each year.
 - This budget shall be used to:
 - Support the operations of the committee
 - Fund the initiatives that cannot be supported by partnerships, grants or cooperative measures.”



Committee Leadership



Organization Team

- Build partnerships among various groups that have a stake in our business & tourism future
- Provide effective, ongoing management & advocacy for our local businesses
- Promote volunteer recruitment and collaboration with partners representing a broad cross section of the community

❖ **EXAMPLES:** Manage work plan, develop recruitment events, and maintain communications with local business owners



Promotion Team

- Create a positive image that will promote community pride
- Improve consumer & investor confidence in our Town
- Sell the image & promise of our Town to the surrounding region via advertising, special events, & marketing campaigns
- Communicate our Town's unique characteristics, business establishments, & activities to residents, investors, and visitors.

EXAMPLES: Manage social media presence, develop new community events, create new brands/logos



Design Team

- Design means getting our Main Street into top physical shape and creating an inviting environment for shoppers, workers, and visitors.
- Direct attention to physical elements: such as buildings, storefronts, signs, public spaces, street furniture, public art, landscaping, and window displays
- Promote good maintenance practices, enhance Town's physical appearance and educate property owners about design quality

EXAMPLES: Create a Garden Tour, Develop Design Awards, and Promote Public Art



Economic Team

- Retaining & expand successful local businesses
- Sharpening the competitiveness & merchandising skills of business owners
- Attract new businesses that the market can support
- Promote converting unused or underused commercial spaces into economically productive properties

EXAMPLES: Manage regional marketing research,
Organize small business training, and Meet with Developers



Work Plan

- Consists of objectives put forth by the Town Council to achieve the goals of the committee:
 - Approved annually
 - Draft work-plan forwarded by committee to council



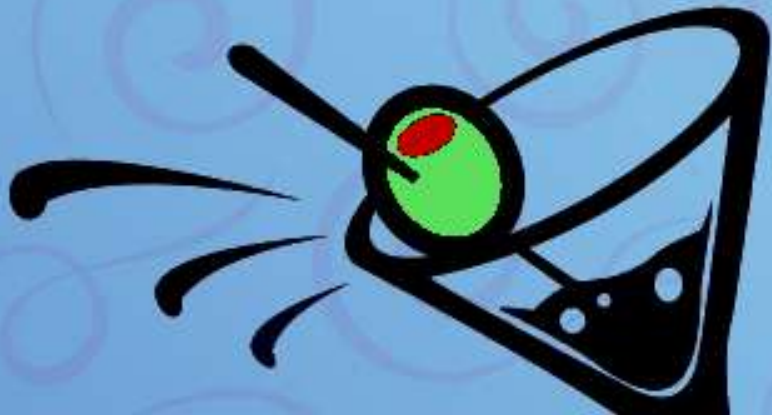
The background features a stylized landscape with rolling hills in shades of green and blue. On the left, a tree with a brown trunk and a large, multi-colored flower head (purple, pink, and purple) stands on a green hill. The sky is a gradient of blue and white.

WE'RE IN!

Upcoming Projects!



SMALL BUSINESS
NETWORKING
HAPPY HOUR



**Economic
Team**

**Entrepreneur
Week Mixer**





**Design
Team**

Light Up
Lovettsville





**Promotion
Team**

**Berserkle
in the
Squirkle!**





Organization Team

2013 LOVETTSVILLE BUSINESS DIRECTORY





Next Meeting...

November 27, 2012
Lovettsville Town Hall

